

## ORDER



**Orders**  
**Order / Rev:** 713451 - 2  
**Alt Order #:**  
**Product Desc:** Yes on 204 Flight 1 9/17-10/7, 2012  
**Estimate:**  
**Flight Dates:** 09/17/12 - 11/06/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** Political

## KPNX

**Primary AE:** Mike Mejia  
**Sales Office:** KPNX  
**Sales Region:** LOC

**Agency Name:** Carlton Group/ POL  
**Buying Contact:**  
**Billing Contact:**  
 4475 E. Via Los Caballos  
 Phoenix, AZ 85028

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Yes on 204  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	40	\$17,050.00	\$14,492.50
10/01/12	10/07/12	14	\$7,725.00	\$6,566.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	40	\$17,050.00	\$14,492.50	0.00
October 2012	14	\$7,725.00	\$6,566.25	0.00
<b>Totals</b>	<b>54</b>	<b>\$24,775.00</b>	<b>\$21,058.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	09/17/12	09/21/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	11111--			5		\$200.00	0.00					
2	KPNX	09/24/12	09/28/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	11111--			5		\$200.00	0.00					
3	KPNX	09/17/12	09/21/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	11111--			5		\$275.00	0.00					
4	KPNX	09/24/12	09/28/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	11111--			5		\$275.00	0.00					
5	KPNX	09/17/12	09/21/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	11111--			5		\$700.00	0.00					
6	KPNX	09/24/12	09/28/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

Order / Rev: 713451 - 2  
 Alt Order #:  
 Flight Dates: 09/17/12 - 11/06/12

Advertiser: Yes on 204  
 Product Desc: Yes on 204 Flight 1 9/17-10/7, 2012  
 Estimate:

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	09/24/12	09/28/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	11111--		5			\$700.00		0.00				
7	KPNX	10/01/12	10/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	11111--		5			\$700.00		0.00				
8	KPNX	10/07/12	10/07/12	Sun 8-10a 12 News Sun Today	CM	8-10a	-----S	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S		2			\$350.00		0.00				
9	KPNX	09/17/12	09/21/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	11111--		5			\$550.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KPNX	09/17/12-09/23/12		M-F 5-530p		5-530p	MTWThF----	:30		<del>(\$550.00)</del>		0.00	NM		
Unresolved [news takeover]															
10	KPNX	09/24/12	09/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	11111--		5			\$550.00		0.00				
11	KPNX	10/01/12	10/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	11111--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	11111--		5			\$275.00		0.00				
12	KPNX	09/23/12	09/23/12	Sun 8-10a 12 News Sun Today	CM	Various (8:00 AM-8:30 AM)	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
add to sked per Fran's email, needs to run first 1/2 hour of show in Sunday Squareoff w/ Brahm Resnik															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1			\$350.00		0.00				
13	KPNX	10/07/12	10/07/12	Sun 8-10a 12 News Sun Today	CM	Various (8:00 AM-8:30 AM)	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
add to sked per Fran's email, needs to run first 1/2 hour of show in Sunday Squareoff w/ Brahm Resnik															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S		1			\$350.00		0.00				
14	KPNX	10/03/12	10/03/12	NBC News Special Presidential Debate	CM	6-8p	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
add ok per Fran Parker															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----		1			\$1,800.00		0.00				
													Totals	54	\$24,775.00
*Tax 1 Note: Tax 0.5%.															

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